The 'Allenburys' Liquid Beef

A Valuable Aid in the Nourishment of Infants, Invalids and Convalescents

'ALLENBURYS' Liquid Beef presents in a concentrated and palatable form all the valuable constituents of fresh beef juice. It contains the soluble albuminoids, vitamins, extractives and salts of prime lean English beef in a natural, unaltered and easily assimilable form. The juice of the fresh beef is extracted under great pressure, and concentrated *in vacuo*, a low temperature being maintained throughout the process to ensure that the albumens of the beef are not coagulated.

'Allenburys' Liquid Beef is notably superior to such preparations as beef-tea and meat extracts. The food value of a beef essence depends principally on the amount of protein it contains. In this respect beef-tea and meat extracts are very deficient, containing as a rule only the extractives, salts and perhaps some gelatin and fibrin. The extractives of meat, while possessing certain stimulating and digestive properties, have little direct food value ; it has indeed been shown that their main constituents are not oxidised in the body and are, therefore, useless as sources of energy and heat. 'Allenburys' Liquid Beef, consisting as it does of the cold pressed juice of fresh beef, contains a high percentage of unaltered proteins in a readily digestible condition.

This important difference between the composition of the 'Allenburys' Liquid Beef and ordinary meat extracts may readily be demonstrated by the following simple

test. A small quantity of the Liquid Beef is placed in a test-tube half-filled with water and heated to boiling point. A solution is made of a meat extract and heated in the same way. In the case of the 'Allenburys' Liquid Beef a copious flocculent precipitate is formed, while the solution of the meat extract shows no appreciable change. This test proves that 'Allenburys' Liquid Beef contains a large proportion of uncoagulated proteins and that the ordinary meat extract contains no albuminoids or a mere trace of them.

It is well-known that cooking renders meat less easy of digestion and destroys to a large extent the vitamins it contains. To obtain the maximum amount of nutritive value in the most digestible form, therefore, meat should be taken raw. The use of raw beef in various forms has been advocated in a variety of conditions, but its value is greatly decreased by the aversion it generally arouses in the patient. The same objection applies to a large extent in the case of raw beef juiçes. In many cases even the idea cannot be tolerated, so that to order raw beef or beef juice, as such, is impracticable. Such preparations, moreover, must be made from absolutely fresh beef and will keep for only a short space of time.

The use of the 'Allenburys' Liquid Beef overcomes all such difficulties. It has, indeed, passed all the tests required for a concentrated beef essence. A few of its salient points are briefly enumerated below :—

'ALLENBURYS' LIQUID BEEF—

1. Contains a very high percentage of soluble albuminoids, uncoagulated and in such a state as to be readily digested.
2. Contains the vitamins present in fresh beef.
3. Keeps well in the unopened bottle.
4. Contains no deleterious preservative.
5. Is palatable and easy to take.
6. Provides in a concentrated form the equivalent of the most carefully prepared raw meat juice.
7. Stimulates, strengthens and sustains.

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Use in Disease. The great value of 'Allenburys' Liquid Beef in a variety of diseases and as an aid to convalescence has been amply proved by long experience. Its use is much more desirable than that of beef tea, chicken broth and similar articles of diet which, though of high reputation, are of little real value. The sick or convalescent patient requires nourishment which can be readily taken and easily digested. 'Allenburys' Liquid Beef admirably supplies this need and its use is quickly followed by gratifying results.

Some conditions in which the 'Allenburys' Liquid Beef may be used with beneficial results are shown below:—

In Convalescence. The 'Allenburys' Liquid Beef should supplement the semi-solid diet, and may be given freely in milk, gravies, soups, etc., when these are at a temperature that can be easily borne in the mouth. A pleasant drink may be made by adding to aërated water.

In Consumption. Consumptives, in whom the daily waste of nitrogenous and fatty material is great, derive much benefit from the administration of so digestible and pleasant a form of food. According to some authorities raw beef juice exercises an immunising action in cases of tuberculosis, and protects the patient from the injurious effects of the tubercle bacillus. The 'Allenburys' Liquid Beef is the ideal form of administration, being more nutritious and much more pleasant to take than the ordinary raw beef preparations.

In Acute Dyspepsia, Gastric Ulcer, Typhoid and other Fevers, Liquid Beef may safely and advantageously be administered, where beef tea would often increase the pain, and do more harm than good. It is best in these cases to begin with a moderate dose, and gradually to increase the quantity : to be given in water, milk, or 'Allenburys' Diet, which may be iced if preferred.

In Anæmia. The constituents of muscle plasma are known to be of value in the formation of red corpuscles. The 'Allenburys' Liquid Beef has been found by actual experience to be of the highest value in conditions characterised by impoverishment of the blood.

In Diabetes, where there is considerable destruction of muscular tissue, it would appear that the albuminoid (myosin), derived from muscle plasma, is particularly needed to replace this waste. The 'Allenburys' Liquid Beef, being expressed from the muscular tissue, contains a high percentage of this particular albuminoid, and should be taken in fairly large doses.

Weakly Children and Infants. The 'Allenburys' Liquid Beef is of great value to growing and weakly children, and it may be given to infants, after the age of five or six months, to furnish those fresh elements of diet so essential to the vigorous growth and development of the child. A suitable amount for infants from six to twelve months is half to one teaspoonful, and for older children up to two teaspoonfuls daily.

In Other Conditions. 'Allenburys' Liquid Beef may be used with advantage in many other conditions, such as sea-sickness, dysentery, cholera, general debility, etc. In cases of extreme weakness or when other forms of nourishment are rejected, its easy and rapid assimilability and power to restore and strengthen have been demonstrated in a striking manner.

In Convalescence. 'Allenburys' Liquid Beef is ideal for those recovering from severe and debilitating illnesses, on account of its strengthening and body-building properties.

In Health. It is not only in disease that the 'Allenburys' Liquid Beef will be found of great service ; it is an excellent restorative in all cases of fatigue, whether brought on by overwork or undue physical exertion ; nervous headache and other such symptoms may often be avoided by its timely use.

General Directions for use by Adults.

One tablespoonful to be taken in a wineglassful of cold water, as often as required. When, however, the Liquid Beef is depended upon as a principal supply of nourishment, or in wasting diseases, from one to two tablespoonfuls should be given in a teacupful of water or milk. The Liquid Beef may also be added to gravies, soups, etc., but care must be taken not to add it to these when at a higher temperature than can easily be borne in the mouth. More specific directions will be found under the heading of the various diseases enumerated above.

It should not be mixed with hot liquids or hot foods.

'Allenburys' Liquid Beef is issued in bottles containing 3 fluid ounces at 3/- per bottle.

Allen & Hanburys Ltd.

Orders should be addressed to—

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